

Serial No. 09/731,870

Mark Joseph Hamzy

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Section I:
AMENDMENT UNDER 37 CFR §1.121 to the
CLAIMS

Claim 1 (currently amended):

A method for conducting analysis of consumer reaction to marketing and advertising messages and campaigns over computer networks such as the Internet, ~~said marketing and advertising messages being delivered from a server computer to a client device via a computer network in forms such as web objects, graphic image files, audio recording files, and video segment files,~~ said method comprising the steps of:

transmitting a selected advertising message from a server computer to a client device for presentation to a consumer user, said advertising message including at least one electronic data item selected from the group of a web object, a graphic image file, an audio recording file, and a video segment file;

automatically recording at least one consumer user reaction ~~on a timed interval basis relative to~~ at a predetermined delay from the time of presentation of said selected advertising message without requiring action from said consumer user; and

transmitting ~~one or more~~ said recorded consumer user reactions to a marketing server from said client device via a computer network ~~such that said recorded consumer user reaction may be reviewed or otherwise analyzed.~~

Claim 2 (original):

The method as set forth in Claim 1 wherein said step of recording at least one consumer user reaction comprises capturing a visual image of a consumer user's face from an electronic camera associated with said client device.

Claim 3 (original):

The method as set forth in Claim 2 further comprising the step of automatically analyzing said captured visual images for indications of favorable, unfavorable, and indifferent reactions to said advertising message.

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Claim 4 (original):

The method as set forth in Claim 1 wherein said set of recording at least one consumer user reaction comprises capturing an audible recording from a microphone associated with said client device.

Claim 5 (original):

The method as set forth in Claim 4 further comprising the step of automatically analyzing said captured audible recordings for indications of favorable, unfavorable, and indifferent reactions to said advertising message.

Claim 6 (original):

The method as set forth in Claim 1 further comprising the step of collecting transmitted recorded consumer user reactions for a plurality of consumer users for further analysis on a group or statistical basis.

Claim 7 (original):

The method as set forth in Claim 1 further comprising the step of collecting transmitted recorded consumer user reactions for a single consumer user during a thread of browsing advertisement for further analysis of a consumer user's reaction to a series of advertisements or presentations.

Claim 8 (original):

The method as set forth in Claim 1 further comprising the step of selecting additional advertising messages for transmission to a consumer user based upon a consumer user's preferences and a consumer user's historical reaction to previous advertising messages.

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Claim 9 (currently amended):

A computer-readable medium containing program code for conducting analysis of consumer reaction to marketing and advertising messages and campaigns ~~over computer networks such as the Internet, said marketing and advertising messages being delivered from a server computer to a client device via a computer network in forms such as web objects, graphic image files, said client devices being capable of executing program code;~~ said program code when executed causing a client device to perform the steps of:

receiving by said client device an advertising message from a server computer via a computer network for presentation to a consumer user, said advertising message including at least one electronic data item selected from the group of a web object, a graphic image file, an audio recording file, and a video segment file;

automatically recording at least one consumer user reaction on a timed interval basis relative to at a predetermined delay from the time of presentation of said advertising message; and

transmitting one or more said recorded consumer user reactions to a marketing server from said client device via a computer network such that said recorded consumer user reaction may be reviewed or otherwise analyzed.

Claim 10 (original):

The computer-readable medium as set forth in Claim 9 wherein said program code for recording at least one consumer user reaction comprises program code for capturing a visual image of a consumer user's face from an electronic camera associated with said client device.

Claim 11 (original):

The computer-readable medium as set forth in Claim 10 further comprising program code for automatically analyzing said captured visual images for indications of favorable, disfavorable, and indifferent reactions to said advertising message.

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Claim 12 (original):

The computer-readable medium as set forth in Claim 9 wherein said program code for recording at least one consumer user reaction comprises program code for capturing an audible recording from a microphone associated with said client device.

Claims 13 - 19 (canceled).

Claim 20 (currently amended):

A system for conducting analysis of consumer reaction to marketing and advertising messages and campaigns ~~over computer networks such as the Internet, said marketing and advertising messages being delivered from a server computer to a client device via a computer network in forms such as web objects, graphic image files, said client device having a processor for executing program code, a network interface for communicating to a server via a computer network, at least one user output device, and at least one user input device,~~ said system comprising:

[[an]] a receiver disposed in said client device for receiving advertising messages from a server ~~via a computer network through said network interface;~~

an advertising message presenter disposed in said client device for presenting an advertising message to consumer user;

a consumer user reaction recorder disposed in said client device, operable ~~on a~~ on a pre-determined delay from a time of presentation of said received advertising message; and

a reaction transmitter disposed in said client device for sending ~~one or more said~~ recorded consumer user reactions to a marketing server ~~from said client device via a computer network such that said recorded consumer user reaction may be reviewed or otherwise analyzed.~~

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The system as set forth in Claim 20 wherein said recorder for a consumer user reaction comprises a visual image capturing device for recording an image of a consumer user's face from an electronic camera associated with said client device.

Claim 22 (original):

The system medium as set forth in Claim 21 further comprising an analyzer for analysis of said captured visual images for indications of favorable, unfavorable, and indifferent reactions to said advertising message.

Claim 23 (original):

The system as set forth in Claim 20 wherein said recorder for a consumer user reaction comprises an audible sound recorder for recording sound from a microphone associated with said client device.

Claims 24 - 30 (canceled).